

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Festival on the Green Subcommittee
Monday, March 1, 2010
Partnership Offices
1244 Storrs Road (Storrs Commons)
(860) 429-2740
5:00 p.m.
Minutes**

Present: Tom Birkenholz, Kim Bova, Ashley Fraser, and Bruce John

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Kathleen Paterson called the meeting to order at 5:09 pm in chair Betsy Paterson's absence.

2. Public comment

There was no public comment.

3. Approval of Minutes from February 18, 2010

Bruce John moved to approve the minutes from February 18, 2010.

Tom Birkenholz seconded the motion.

The minutes were approved.

4. Update on Music

Mr. John reported that he spoke with David Foster. The Shaboo All-Stars are celebrating their 30th year this year, so Mr. Foster and Mr. John thought of bringing the All-Stars together with some special guests, maybe James Montgomery and Christine Olman. Mr. John said he favored the idea of having a college band precede the All-Stars.

Ms. Paterson said that Jim Hintz is looking into the possibility of a college band.

The sub-committee agreed with the idea of the Shaboo All-Stars, a group that began in Mansfield, as the main act. They also decided to feature a few smaller, local acts as in 2009; the number will depend on the schedule once Mr. Hintz reports his findings.

The sub-committee also discussed Picnicpalooza! and some possible musical acts for that event.

5. Update on Celebrate Mansfield Weekend

Ms. van Zelm reported that she spoke with Corine Norgaard about the wine tasting and will follow-up with her in the coming weeks.

Ms. Paterson said that Curt Vincente and Jennifer Kaufman liked the suggestion of the guided tour of Moss Sanctuary. **She will get more details about the event from the Parks and Recreation Department.**

Kim Bova noted that the UConn School of Fine Arts faculty music show happens around the same time as Celebrate Mansfield Weekend. **She will check on the schedule.**

6. Review Task List

Mr. Birkenholz said that he and Barry Schreier will be looking to increase participation in the Parade. They will also focus on getting some floats in the Parade. Mr. Birkenholz expressed his preference for smaller floats that can be pulled without large vehicles, in keeping with the “green” theme of the *Festival on the Green*. He said that little wagons or carts, pulled by people or horses, would be ideal.

7. Activities

The sub-committee decided to bring back the dunk tank, the petting zoo, and the pony rides.

Ms. Bova suggested asking the Museum of Natural History to participate. **She will contact the Museum to invite them.**

8. Adjourn

The meeting adjourned at 6:20 pm.